ConverSight

Customer Success Story

Supply Chain Visibility & Forecasting With AI

CEAT

Challenges

- CEAT, a world-leading manufacturer and distributor of tires was experiencing difficulty obtaining insights into their supply chain. A Sales team of 200+ depended upon the forecast to sell product and drive the top line.
- The supply chain team was constantly connecting the dots between disparate systems including Production, Warehouses and Business for allocation of inventory and avoiding excess inventory.

Solutions

Proactive Insights & Visibility

ConverSight provides insights into sales forecasts vs. allocations for improved inventory management and analysis.

Automation & Alerts

Seamless deployment of ConverSight's Conversational Analytics solution to analyze any KPI & get automated alerts on shortages, along with SKUs that can be cross-sold.

Collaboration & Sharing

Sales and other teams can quickly review information & insights, and share with distributors.

Results

Gained complete visibility with self-service analytics, cutting through siloed information across production, inventories & forecasts.

95% Reduction in manual data gathering

40% Improvement in inventory at distribution center

85% Increase in customer satisfaction

Benefits

- Heightened collaboration among Sales & Distributors.
- Control over Sales channels with integrated performance analysis.
- Instant decision making.